

DOES NOT BELIEVE IN ADVERTISING LICENSE

Goodrich Company Holds Truth
Is Most Important Factor in
Selling Goods.

"We believe in advertising, as an economical factor in the marketing of tires and other commodities to consumers," says J. L. Wackmuth, local branch manager of the B. F. Goodrich Company.

"We believe, too, that the value of each line of advertising space, paid for depends not only upon the message which fills that space, but, ultimately, upon the degree of truthfulness and good faith within that message. We believe that a whole industry may be raised up, or lowered down, in public confidence by the general average of truthfulness and sincerity in the advertising used by that industry.

"We believe that a chronic atmosphere of half truth and a continuous stretching of the truth in an effort to 'beat the devil around the bush,' might cost all advertisers, in a given industry, half the possibilities of their appropriation. We believe that many advertisers realize this fact, as we do, but hesitate to express it, for such expression be deemed unethical.

Ethics of Advertising.
"The ethics of advertising, so vaguely defined that each interprets them for himself, seem often cursed with ineffectiveness. Under these ethics it is, for instance, considered bad form to refer to competitors.

"But, per contra, these ethics might admit of any advertiser claiming for his product, as an exclusive feature, such features as are common to all, or to others, who make the same grade of product.

"We do not believe that this is good for the ultimate interest of advertising in general or for tire selling in particular. For the advertiser, in the end, must 'pay the piper' for all the stretching of advertising through discounted credence.

"We are prompted to make a statement like this, because we think it a wholesome subject for the tire industry to consider. We are not assuming a holier than thou attitude, nor indulging in a place for principle alone—though that alone should justify it. We say it because we believe that many other worthy advertisers think it and would gladly cooperate with it—if someone set the pace, as a sound business policy—for multiplying rather than advertising for all tire advertisers.

"We say it too, because the Goodrich Company, more than other tire manufacturers, has suffered damage from competitive advertising which implied claim to exclusive features in product, equipment, or method, which had long been common with us.

What Public Cares About.
"It is true that the public cares little who makes or sells the most tires—who made the first pneumatic tire—the first white rubber tire, the first black tread tire, or the first genuine cord tire. The public cares chiefly for who delivers the best value in tires to consumers. We realize this, and so concentrate upon it.

"No rubber cord tire, as far as the United States, so many motor car tires as does the B. F. Goodrich Company.

"While it may have seemed that we transgressed the so-called 'ethics' of advertising by publishing a 'challenge' to all competitors, upon VOLUME, it was because we like to do this sort of thing.

"The B. F. Goodrich Company was the first concern in America to make white rubber tread tires. We have discarded them but it is through no shortsightedness of the 'white' ingredients, caused by war, or other conditions alleged to have made a scarcity. We abandoned the white tread rubber in favor of the black tread 'barfoot' rubber, which we alone introduced two years ago, on our famous Silvertown cord tires. We abandoned white rubber in the tread of our fabric tires for the same reason. It was our black 'barfoot' rubber, only after two years of such rigid tests for endurance and power, on our Silvertown cord tires, as clearly proved the great worth of our black 'barfoot' rubber, for road work and mileage.

"The consumer demand for a tire from this policy is the only excuse which the B. F. Goodrich Company offers for 'making far more motor car tires' in America, alone than any other rubber company."

**Increases Efficiency of
Small Delivery Truck**

Attachment of a special frame and rear construction to a Ford car to increase its carrying capacity as a delivery truck has been introduced successfully in the "Smith Form-a-Truck" device. The device allows the entire chassis of a Ford car to be slid inside of its frame, and the two are then firmly bolted and riveted together. The rear axle of the Ford is used as a jack shaft, and are equipped with sprocket wheels which chain roller chains that engage with sprockets on the rear wheels for driving the truck. Ninety per cent of the load load is carried on the rear wheels, and there is less strain on the front wheels and axle than when the Ford was in use as a pleasure car.

The device gives ample strength to carry loads of over a ton, and provides a leading space back of the seat nearly nine feet long.

In the demonstration the "Smith Form-a-Truck" loaded with one and a half tons of horseshoes climbed a 30 per cent grade with ease. The Record Auto Supply and Service Company has been appointed distributors for the "Smith Form-a-Truck" in Washington and the surrounding territory, comprising five counties in Maryland and twenty in Virginia.

Uncle Remus Stories.
Mrs. Thomas Wright entertained members of the Home Club of the Interior Department and their friends last night with a series of "Uncle Remus Stories." For group-ups, Miss Isabella A. Towner and William Hamilton, of the Bureau of Education, gave a musical program.

AUTOMOBILES
Motorcycles and Accessories.

NATIONAL COMES MOTOR CO.
Vermont Ave. & H St. JEFFERY
GASOLINE CARS.

Studebaker
Commercial Auto & Supply Co., 215 14th St.
ELECTRIC CARS.

ACCESSORIES.
National Electric Supply Co., 4222-1234 N. Y. Ave.



The Shackleford good roads bill has passed the House. The \$25,000,000 appropriation—planned for highway improvement throughout the country—implies the cheering news that Uncle Sam has at last taken off his coat to go to work in the interest of motorists. But not even its staunchest champions believe it will pass the Senate in its present form. By the time the Senate gets through with it, it will have been amended to death, and in all probability those \$25,000,000 will have shrunk considerably.

If the average motorist—preferably one of those who have traveled down the Shenandoah valley to Staunton—can get a smile out of the following passage, he is welcome to it: "No portion of this appropriation shall be used in the construction, improvement, maintenance, or repair of any toll road."

A Gentle Hint—

If the party with an automobile who nearly run me down on Main street as I was crossing over repeats the act, unless I am totally disabled, he will need the ambulance to finish his trip. This is not intended as a threat, but simply a matter of business. People not possessing one of these devilish machines do not have to get off the earth. I don't think—A. W. A.—Advertisement in the Great Bend (Kan.) Tribune.

Several inquiries have come to the writer about the newly formed Professional Chauffeurs' Association. The personnel of the board of governors and the executive staff of the new organization have not yet been disclosed. Until more is learned about the club and its officers, little may be said about it.

Through the medium of such an association, properly organized, much good may come. If its membership is rigidly restricted to the most capable, honest and reliable of drivers, men whose records are unquestionable, its success is assured.

If not? Three months!

Attorney General Gregory is on a still hunt for doctor-motorists who decorate their radiators with the red cross. It is against the law for physicians thus to signify their profession. Brother Gregory has no objection to any other sign, but the old red cross doesn't mean anything to the traffic cop now, except that the offender will be pinched if he is caught.

The Maryland legislature is considering a resolution providing for the construction of a Federal road connecting Washington and the Naval Academy. Maryland Congressmen were asked some time ago to lend their efforts in the furtherance of this project, but no action has so far been taken.

At first thought it might be supposed that the construction of such a road would benefit merely Washington. This is not so.

Such a step as this is less a part of the road roads system of the District of Columbia than of the infinitely more important scheme—military and naval preparedness.

Chesapeake bay is notoriously without fortification. It appears a lamentably easy entry for an enemy navy. The construction of a rugged, hard surfaced road over which aid could be rushed in defense of Washington, Baltimore, and Annapolis is the logical first step for their protection.

What are the Maryland Congressmen going to do about it?

Truth in Advertising—

1912 Herschhoff roadster; a bargain in perfect condition; ball-bearing motor, fully equipped and classy. This one won't last long. P. W. Myron. Tel. 738-W.—Springfield (Mass.) Union.

MONTE W. SOHN

Funerals

Mrs. Bridget Donohue.

Funeral services for Mrs. Bridget Donohue, who died yesterday, will be held at the residence, 213 Massachusetts avenue northwest, Monday at 2 o'clock, and in St. Aloysius Church, Interment at Mt. Olivet.

Mrs. Elizabeth D. Elliott.

Funeral services for Mrs. Elizabeth D. Elliott, who died yesterday at her residence, 1708 Kilbourne street northwest, will be held Sunday in Brooklyn.

Mrs. Emma Jane Grubb.

Funeral services for Mrs. Emma Jane Grubb, who died Thursday at 312 Eighteenth street northwest, were held today at the residence of Charles Owens, Rockville, Md.

John R. Javins.

Funeral services for John R. Javins, who died Wednesday, were held at the residence, 907 Seventh street southeast, this afternoon. Interment at Congressional Cemetery.

Stillman Moore.

Funeral services for Stillman Moore, who died Thursday at the residence of his son-in-law, Robert A. Smith, 4 Rhode Island avenue northwest, aged ninety-four, will be held tomorrow at

Rev. William Pusey Painter.

Funeral services for the Rev. Pusey Painter, who died yesterday at his home in McLean, Va., will be held at St. John's Church, McLean, Va., tomorrow at 3 o'clock. Interment at Mount Airy, Pa.

Mrs. Ella Elizabeth Seufferle.

Funeral services for Mrs. Ella Elizabeth Seufferle, who died yesterday at the Washington Sanatorium, Takoma Park, will be held at the residence of her daughter, Mrs. Robert D. Suter, 1210 Delaware place northwest, Monday at 2 o'clock.

Mrs. Georgia A. Williams.

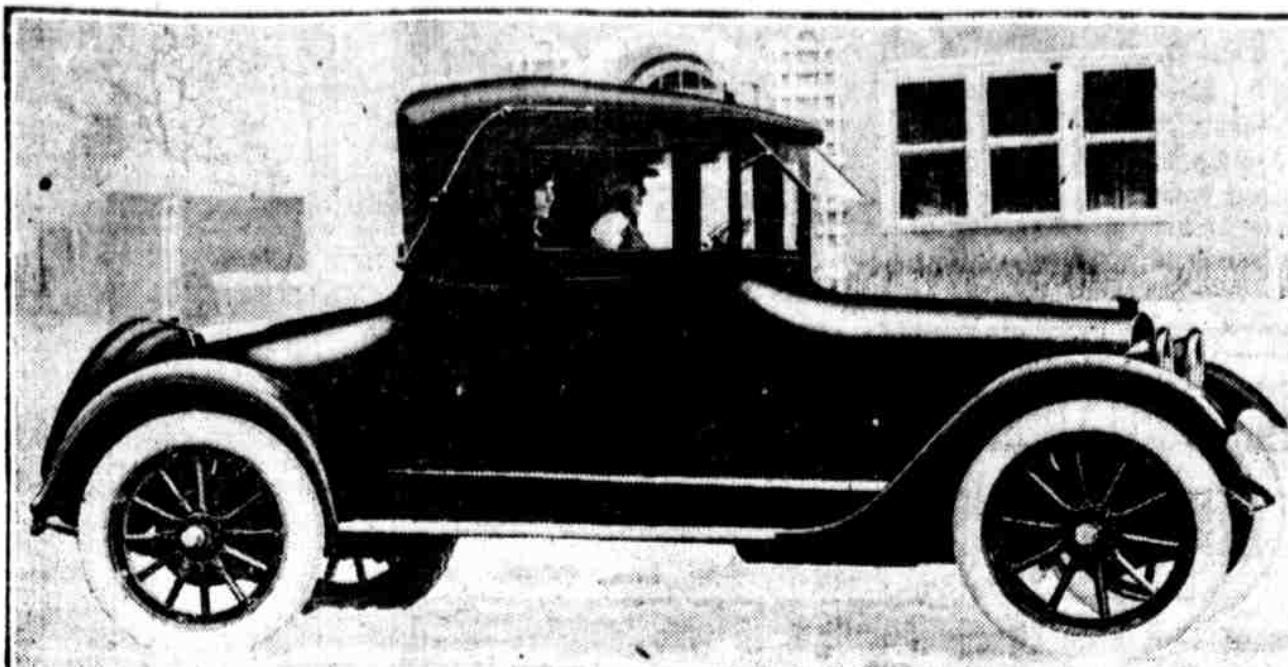
Funeral services for Mrs. Georgia A. Williams, who died Thursday at the George Washington Hospital, were held today at the residence of Charles Owens, Rockville, Md.

Typhus in Mexico City

Declared Under Control

Typhus in Mexico City is so far under control that the schools will be reopened Monday, according to a dispatch received at the Mexican agency, here. Rebel General Arguendo, three of his chiefs, and 10 of his men will be tried at Lurango. General's hospital is about to establish headquarters for the coming two months at Merida.

COSY CHALMERS CABRIOLET



Comfortable in Its Seating Arrangement and snugly warm in the coldest weather, the new Chalmers "Cab" is in splendid favor with motorists.

BIG INCREASE SHOWN IN MOTOR EXPORTS

Figures Announced by the Statistical Bureau of the Department of Commerce.

The tremendous increase in the export trade in automobiles in November last as compared with the corresponding month of 1914, is shown in the figures just released by the statistical bureau of the Department of Commerce.

In November last, 1,533 commercial cars, valued at \$3,837,307, were shipped abroad, while in November, 1914, the number was 842, and the value \$2,344,518.

The pleasure cars exports in November last, amounted to 3,650 cars, valued at \$2,791,597, while in November, 1914, the number was 776, and the value \$634,659. The exports of parts, not including engines and tires, amounted to \$3,857,787, in November, 1914, and \$1,692,787, in November last.

These are the figures for the eleven months' period of 1915. Commercial cars, 20,418, valued at \$3,930,711; pleasure cars, 28,295, valued at \$2,334,784; parts, not including engines and tires, \$14,508,396. For the corresponding period of 1914, the figures are: Commercial cars, 2,151, valued at \$3,806,027; pleasure cars, 1,065, valued at \$1,825,049; parts, not including engines and tires, \$3,388,199.

In November last, France imported from this country 98 cars, valued at \$148,832, while in November, 1914, the number imported was 65, and the value \$174,145. During the eleven months' period, the number increased from 1,847 cars, valued at \$2,898,200, in 1914, to 5,881 cars, valued at \$14,887,732, in 1915.

There were no motor cars exported from this country to Germany either in November last or in November, 1914, but during the eleven months' period the figures show that 1,662 cars, valued at \$796,162, were shipped to that country during the first eleven months of 1915, as against four cars, valued at \$2,800, shipped there during the same period of last year.

To England and Europe.

King George's "light little island" took 1,334 motor cars of various kinds, valued at \$1,706,832, from this country in November last, as against 94 cars, valued at \$85,096, imported in November, 1914. During the eleven months' period of 1915, the United Kingdom received from this country 22,949 cars, valued at \$3,066,000, while during the same period

of 1914, the number of cars sent there was 5,849, and the value was \$7,794,204. Under the classification of "other Europe," which embraces all the European countries not mentioned heretofore, there were shipped in November last 529 cars, valued at \$1,054,410. During the same month of 1914, the number was twenty-two, and the value was \$24,256. During the eleven months' period this number of cars increased from 2,758, valued at \$1,381,094, in 1914, to 8,022 cars, valued at \$21,067,560.

Two hundred and ten cars, valued at \$29,684, were shipped into Canada in November last from this country, as against 105 cars, valued at \$133,103, exported there in November, 1914. There was a falling off in the exports to the Dominion during the eleven months' period, the figures showing a decline from 4,066 cars, valued at \$15,182,911, in 1914, to 3,448 cars, the value of which was only \$14,383,821, in 1915.

U. S. Cars Favorite.

There were 21 cars, valued at \$18,261, shipped to Mexico in November last, as against 8 cars, valued at \$14,200, exported there during the same month of 1914. For the eleven months' period the showing an increase from 84 cars, valued at \$109,084, in November, 1914, to 315 cars, valued at \$291,908, in November last, while during the eleven months' period the exports rose from 250 cars, valued at \$472,446, in 1914, to 239 cars, valued at \$1,880,168, in 1915.

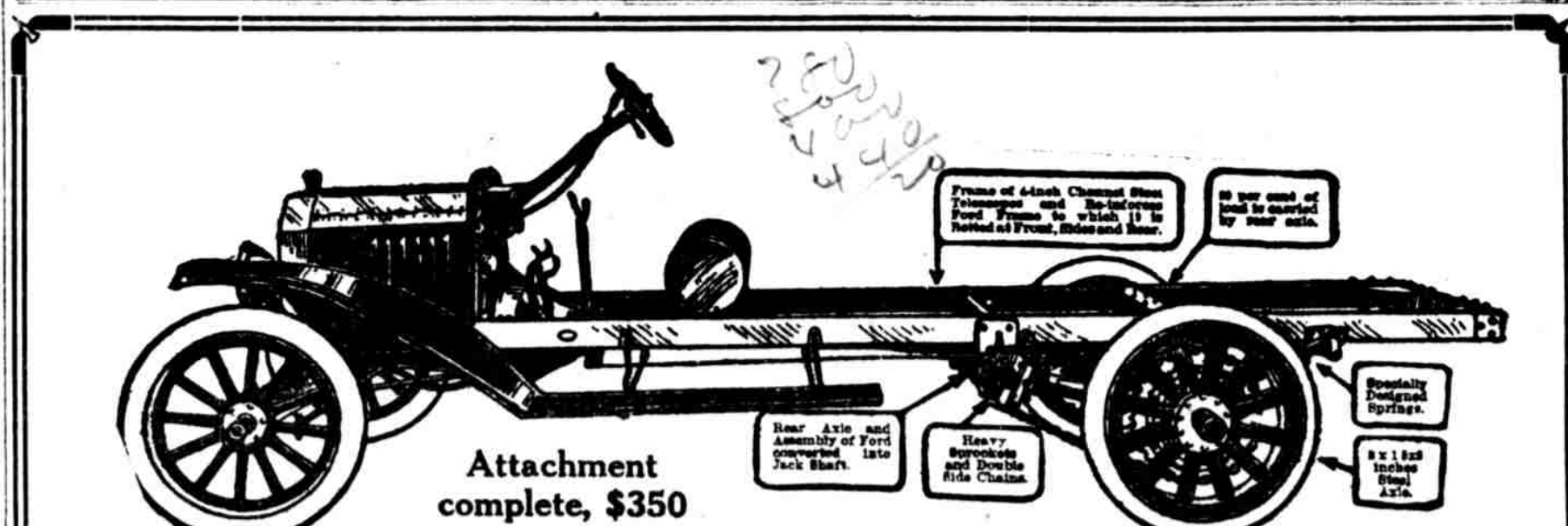
American motor cars still continued to be a favorite in the West Indies and Bermuda, the exports to those islands showing an increase from 34 cars, valued at \$62,094, in November, 1914, to 315 cars, valued at \$291,908, in November last, while during the eleven months' period the exports rose from 250 cars, valued at \$472,446, in 1914, to 239 cars, valued at \$1,880,168, in 1915.

Army Officer's Test

Indorses Motorcycle

Lieut. E. L. Hoffman, of the Twenty-fourth United States Infantry, stationed at Honolulu, who made a transcontinental trip across the United States from the Pacific coast to Boston and back last summer on an Indian motorcycle, reported to the adjutant general of the army recently that he found the present day motorcycle quite reliable and well adapted to the military service. He rode altogether 6,800 miles without overhauling the engine, averaging forty miles on a gallon of gasoline and sixty miles on a quart of oil. The trip included an extraordinary severe test through hundreds of miles in Nevada and Arizona, but without a breakdown anywhere, and in Lieutenant Hoffman's opinion was subjected to much harder service than it would be in actual campaigning.

Ten Indian motorcycles with sidecars carrying wireless instruments, telescope poles, and camping equipment for service in the wilderness have just been completed for the Department of the Interior and the Department of the Army by the Indian Manufacturing Company. The power generated by each outfit will send a message 400 miles over land.



Attachment complete, \$350

YOUR FORD AND \$350
GIVES YOU THIS
Smith Form-a-Truck
Guaranteed Capacity 1½ Tons

This wonder truck does the work of four teams at half the cost—and we can prove it! We take your Ford—whether it is new or old—and transform it into this sturdy truck with a hauling capacity of from one to one and a half tons. Delivery immediate—the makers have provided 50,000 trucks for 1916.

The Most Economical Hauling in the World

The Smith Form-a-Truck is so designed that 90 per cent of the load is carried by the rear axle—a mechanically correct construction that any engineer will indorse. There are no changes in the gear-shift—it is as simple to operate as your Ford pleasure car.

It can be maneuvered with great ease of control, and you always have more power than you actually need. You get from 15 to 20 miles per hour under full load and it runs from 12 to 20 miles on a gallon of gasoline—wonderfully economical.

PHONE MAIN 23, DAY OR NIGHT
Record Auto Supply and Service Co.
M. A. BAYLES 631 Massachusetts Ave. N.W.
W. F. HALE
Territory Open For Good Live Dealers in Maryland & Virginia

PREDICTS A GENERAL RISE IN AUTO PRICES

Hugh Chalmers Tells How European War Has Affected Motor-Making Industry.

An increase of \$100 in the price of the Chalmers 6-40 touring car, from \$1,200 to \$1,300, effective March 1, was announced at the recent Chicago automobile show by executives of the Chalmers Motor Company. Coming on the heels of sharp advances in the cost of all raw materials, the announcement may be the forerunner of similar policies throughout the industry.

"Raw materials have advanced in price to new high levels in the past few months, and the end is not yet in sight," said Hugh Chalmers. "We have found it impossible to manufacture a car conforming to our standards at the former production cost. Rather than sacrifice quality we have decided to advance the car's price."

"I predict a general upward revision of motor car prices before many months. There is no other way out for the automobile manufacturer. The European war has been responsible in a great degree for the big increase in the costs of raw materials. The tremendous demand for steel, copper, tin, lead, aluminum, sheet metals, and other materials for use in the manufacture of war munitions has made prices high and deliveries uncertain.

"Vanadium steel, which sold at \$1.55 a pound only a year ago, has jumped to \$3.50 a pound. Aluminum has nearly tripled in price, going from 19 cents a pound to 53 cents a pound. Other sensational increases are: Steel bars, from \$1.10 a hundred to \$2 a hundred; high speed steel, from \$1.65 a pound to \$3.35; leather, from 20 cents a foot to 33 cents a foot; copper, from 11 cents a pound to 24 cents a pound.

"Added to the many troubles of the motor-car maker is the difficulty in securing machine tools and automatic machinery of the latest type. Factories turning out shrapnel and other munitions of war have practically crippled the output of the machinery makers. Steel mills are making no promises of delivery within six months, and parts manufacturers are accordingly held up in their production. Almost every concern in the metal industry is turning down orders, having accumulated a quantity sufficient to keep them at top speed for months to come.

"The situation can result in only one thing—higher prices on cars within the next six months. If we find that materials continue to climb after the \$100 increase in price on our car has taken effect, we will undoubtedly be compelled to again raise the price. We have as yet made no change in the price of the Chalmers Six-30 model, now selling at \$1,050, because this car is being built from materials purchased last spring."

**Machine and Engineer
Divisions to Banquet**

Assistant Secretary of the Treasury Malburn, Director Joseph E. Ralph, of the Bureau of Engraving and Printing, and Clerk Griffiths, manager of the Washington baseball team, Frank Morrison, secretary of the A. F. of L., and A. C. Davidson, president of the guests of honor tonight at the annual banquet of employees of the engineer and machine divisions of the Bureau of Engraving and Printing at the Union. J. A. Williams will be toastmaster.

Attention Ford Owners

Your valves ground and carbon cleaned out in your own garage for \$2.75. Other work at proportionately low prices. Phone Main 7339 or drop postal, 422 8th St. N. W.